

Message Text

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TREASURY/M E SEARING

EB/EWT:RBWRIGHT

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TO AMEMBASSY MOSCOW PRIORITY

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E.O. 11652: N/A

TAGS: EGEN/UR

SUBJECT: MARKET RESEARCH SEMINAR

FOR N. MELENCAMP, T. STEWART

REF: MOSCOW 1233

PLEASE TRANSMIT FOLLOWING MESSAGE FROM ARTHUR T. DOWNEY,
DEPUTY ASSISTANT SECRETARY FOR EAST-WEST TRADE, TO HIS
EXCELLENCY A. N. MANZHULO, DEPUTY MINISTER OF FOREIGN
TRADE OF THE U.S.S.R.:

DEAR MR. MANZHULO:

AS THE NEW DIRECTOR OF THE BUREAU OF EAST-WEST TRADE,
I AM LOOKING FORWARD TO MEETING YOU AND CONTINUING THE
VERY PRODUCTIVE RELATIONSHIP WHICH EXISTED BETWEEN YOU AND
MY PREDECESSORS.

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I BELIEVE THAT AN IMPORTANT NEAR TERM PROJECT FOR BOTH

OUR ORGANIZATIONS IS THE MEETING OF OUR RESPECTIVE MARKET
RESEARCH SPECIALISTS SCHEDULED FOR FEBRUARY 17-19, 1975,
IN MOSCOW.

AS INDICATED IN LEW BOWDEN'S LETTER TO YOU OF
SEPTEMBER 11, 1974, OUR AIM IN THIS MEETING IS TO EXPLAIN
THE KINDS OF INFORMATION WE NEED IN ORDER TO SUPPORT OUR
TRADE PROMOTION EVENTS IN YOUR COUNTRY AND, MORE GENERALLY,

TO ASSIST U.S. FIRMS IN LOOKING AT THE SOVIET UNION AS A
POTENTIAL MARKET. WE HOPE TO SOLICIT YOUR VIEWS AS TO
THE AVAILABILITY OF THIS TYPE OF INFORMATION ON THE
SOVIET ECONOMY, AND THE BEST TECHNIQUES TO OBTAIN IT.
WE WOULD BE PREPARED, OF COURSE, TO OFFER RECIPROCAL
GUIDANCE TO YOUR MARKET RESEARCHERS. WITH THIS IN MIND
WE PROPOSE THE FOLLOWING AGENDA FOR TWO-OR-THREE DAYS OF
MEETINGS, DEPENDING UPON YOUR VIEW OF THE TIME NEEDED TO
DEAL ADEQUATELY WITH THESE ISSUES.

FIRST DAY

PRESENTATION BY THE U.S. SIDE DESCRIBING THE
OBJECTIVES AND INFORMATION NEEDS OF U.S.
RESEARCH OF THE SOVIET MARKET.

PRESENTATION BY THE U.S. SIDE DESCRIBING
THE METHODS OF SELECTING PRODUCTS BELIEVED
TO HAVE A HIGH EXPORT POTENTIAL TO THE
U.S.S.R.

RESPONSE BY THE SOVIET SIDE ON THE AVAILABILITY
OF THE INFORMATION SOUGHT, APPROPRIATENESS OF
THE TECHNIQUES CURRENTLY USED TO OBTAIN IT,
AND SUGGESTIONS FOR IMPROVEMENTS.

PRESENTATION BY THE SOVIET SIDE DESCRIBING
HOW DATA ON THE SOVIET FIVE-YEAR (1976-1980)
AND LONG-TERM OVERALL AND REGIONAL DEVELOPMENT
PLANS CAN BE UTILIZED BY THE U.S. TO ASSESS
SOVIET IMPORT NEEDS.
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SECOND DAY

DISCUSSION OF SPECIFIC PRODUCT AREAS CURRENTLY
IDENTIFIED BY THE U.S. SIDE AS OFFERING
OPPORTUNITIES FOR AMERICAN BUSINESSMEN. AMONG
THE PRODUCT AREAS IN WHICH WE TENTATIVELY PLAN
TO CONDUCT MARKET RESEARCH IN 1975 ARE THE

FOLLOWING:

CHEMICAL AND PETROCHEMICAL EQUIPMENT
INCLUDING ALL PLANT AND PROCESS CONTROL
EQUIPMENT.

ELECTRICAL MEASURING, CONTROL EQUIPMENT
AND INSTRUMENTATION, INCLUDING ANTI-POLLUTION
ANALYTICAL AND CONTROL EQUIPMENT.

AUTOMOTIVE PRODUCTION EQUIPMENT.
CONSTRUCTION AND MINING EQUIPMENT.
METALLURGICAL EQUIPMENT.

FOOD PROCESSING AND PACKAGING EQUIPMENT.

RETAIL TRADE MODERNIZATION EQUIPMENT,
INCLUDING INVENTORY CONTROL SYSTEMS
(COULD BE ELIMINATED IF LIST IS TOO LONG).

WE WOULD WELCOME YOUR SUGGESTIONS FOR ADDITIONS
OR DELETIONS TO THIS LIST.

WE WOULD HOPE THAT THIS DISCUSSION COULD BE AS
SPECIFIC AS POSSIBLE, AND WOULD WELCOME THE
ATTENDANCE OF REPRESENTATIVES OF THE FOREIGN
TRADE ORGANIZATIONS AND INDUSTRIAL MINISTRIES
THAT DEAL WITH THE PRODUCT AREAS TO BE
DISCUSSED. FOLLOWING THIS DISCUSSION, WE
WOULD WELCOME A REVIEW OF PROJECTS THAT ARE
LIKELY TO BE UNDERTAKEN IN THE NEXT FEW YEARS.

THIRD DAY
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PRESENTATION BY THE SOVIET SIDE OF THE KINDS
OF INFORMATION THEY NEED TO INTRODUCE PRODUCTS
TO THE U.S. MARKET AND THE METHODS CURRENTLY
USED OR ENVISIONED TO OBTAIN SUCH INFORMATION.

RESPONSE BY THE U.S. SIDE ON THE AVAILABILITY
OF THE INFORMATION SOUGHT, APPROPRIATENESS
OF THE TECHNIQUES CURRENTLY USED TO OBTAIN IT,
AND SUGGESTIONS FOR IMPROVEMENTS. THE U.S.
SIDE WOULD WELCOME SOVIET ELABORATION CONCERNING
THEIR INFORMATION REQUIREMENTS, INCLUDING ANY
SPECIFIC PRODUCT AREA INTERESTS, IN ADVANCE OF
THE MEETING IN ORDER THAT WE CAN BE BETTER
PREPARED TO ANSWER THEIR QUESTIONS.

WE EXPECT THAT THE U.S. DELEGATION WILL CONSIST OF THE FOLLOWING:

ALLEN J. LENZ, DIRECTOR, OFFICE OF EAST-WEST TRADE ANALYSIS

ALBERT JANKOWITZ, DIRECTOR, EAST-WEST TRADE ANALYSIS DIVISION

HERTHA HEISS, DIRECTOR, U.S.S.R. AFFAIRS DIVISION

ALBERT J. PLANAGAN, INTERNATIONAL TRADE SPECIALIST

ANDREW ELIAS, INTERNATIONAL ECONOMIST

OLEG JERSCHKOWSKY, TRADE PROMOTION OFFICER

JOHN T. STEWART, U.S. COMMERCIAL OFFICER, MOSCOW

I PLAN TO ATTEND THE EARLIER FEBRUARY EXPERTS MEETING TO BE HELD IN MOSCOW FOR THE LONG TERM EXCHANGE OF ECONOMIC INFORMATION, AS A MEMBER OF THE DELEGATION TO BE HEADED BY TREASURY ASSISTANT SECRETARY PARSKY. IT WOULD BE MY PLEASURE TO MEET YOU PERSONALLY AT THAT TIME AND TO WORK WITH YOU IN THE FUTURE.

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ADDITIONAL ACTION REQUESTED OF POST:

LENZ, HEISS, ELIAS HOTEL RESERVATIONS FOR DURATION OF "EXPERTS" INFORMATION EXCHANGE MEETINGS HANDLED BY MINISTRY OF FOREIGN TRADE. LENZ, HEISS, ELIAS AND SEARING (ALSO MEMBER OF "EXPERTS" DELEGATION) REQUIRE HOTEL RESERVATIONS FROM END OF EXPERTS MEETING TO END OF MARKET RESEARCH SEMINAR. JANKOWITZ HOTEL RESERVATIONS HAVE BEEN ARRANGED BY INTOURIST. KISSINGER

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Margaret P. Grafeld
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